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From Our Archives
Newsletter Archives

Our Gen AI Services
AGR AI Hub

FROM AGR'S RESEARCH DESK

India's Historic Automotive Tariff Cut: Protection Ends, Competition Begins

By Prasanth Radhakrishnan, Consultant, AGR

The President of the European Commission called it the "mother of all deals". As part of the landmark free trade agreement, India has agreed to slash import tariffs on cars from the EU to 40%, down from the current levels of up to 110%.

How will this impact India's automobile sector?

The move isn't really about cheaper BMWs, Mercs, or Audis. It is about whether Indian automakers will evolve from being well-protected national champions into globally competitive mobility companies. Those who use this transition window to upgrade technology, rethink platforms, and scale exports will emerge stronger.

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Raj's article received an overwhelming response last month. In case you missed it, we're re-running it here.

2026: Uncertainty and a Bit-Conned World

By Raj Nair, Chairman, AGR Knowledge Services

I requested one of my closest friends, a person whom all respect, to suggest the most important topic about which I should write. Pat came the answer: Uncertainty. Since uncertainty is a challenge even for connected people to deal with, it would be a bigger challenge for the disconnected. Modern society has contributed to it - the rich and not-so rich, the powerful and the not-so-powerful, conmen and those who don't look the part.

Hence, nearly half of my paper will focus on issues that are going to increase uncertainty, as well as a bit of what we can do about it. But all that only after a quick review of a few global issues. It is but natural to start with Tariffs to explain the underlying game.

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In case you missed our top posts on LinkedIn

- What if your dashboard actually told you what to pay attention to?
- Celebrating Tata Motors' big win at the ACEF Digital Marketing & Social Media Awards 2026!
- EV battery risks do not start at the factory. They start much earlier.

We'd like to wish all our readers celebrating the Lunar New Year a very happy and prosperous year ahead.

Stay in touch… we'd love to hear from you!